

THE CLEVELAND MUSEUM OF ART

ARTIST BIOGRAPHY

MAY 93

Please complete and return the following questionnaire for our reference file on May Show artists.

FULL NAME: HERBERT Ascherman Jr. PRESENT POSITION

DATE AND PLACE OF BIRTH: 06/10/47 BOSTON MASS

CATEGORY/PRIMARY MEDIA: PHOTOGRAPHER

ART TRAINING (Schools, Scholarships, etc.):

SELF TAUGHT

EXHIBITIONS IN WHICH YOUR WORK HAS BEEN SHOWN (include location and year):

1 man - Butler Institute American Art 1962- Youngstown  
numerous may shows, regional, national exhibits

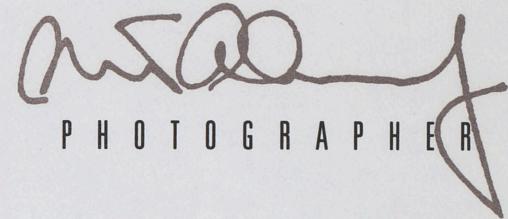
COLLECTIONS THAT NOW INCLUDE YOUR WORK:

Bibliothèque NATIONALE  
PARIS Audio-visual  
MUSEUM INTERNATIONAUX PHOTOGRAPHIE EUROPE (Paris)  
London private gallery (England)  
numerous private collectors

AWARDS:

We would appreciate having a statement about your philosophy and work as an artist—either general or something specific about the piece(s) selected for this year's May Show to aid us in the preparation of gallery talks and in the release of publicity materials. For more space, use the back of this sheet.

# ASCHERMAN



ASCHERMAN

PHOTOGRAPHER

A statement about my philosophy and work as an artist:

I believe that the essence of a photograph, or any work of art for that matter, is communication between the artist and the viewer.

I believe that communication begins with the technical mastery of, and performance with, the materials the artist selects.

Once the artist has gained control of his medium I believe that he should demonstrate, through his artwork, a rapport with the subject. The corollary to this statement is that the rapport he establishes must be visible to the viewer; which, in effect, completes the communication from his mind and eye, through the finished piece, to the delight of the viewer.

In the process of communicating, the artist must also demonstrate a unique vision of his subject matter. The final element of a successful piece of art is a strong emotional impact which no work can stand without.

I believe that art should uplift the human condition.

\* The palladium/platinum process was developed by Englishman Willard Willis in 1880. Willis found that photographic emulsions could be sensitized with one of the four Noble Metals: gold, silver, platinum and palladium. The process is accomplished by mixing palladium into a light sensitive solution which is then hand coated onto archival paper. Once the paper is sensitized, a negative the size of the finished print is contact printed onto the sheet. Exposed to ultra-violet light (in the old days direct sunlight was used,) the print visibly develops a latent image. The paper is then immersed in several baths of acid to wash away the un-sensitized platinum, air dried, and mounted for presentation. While platinum gives the print a soft light brown 19th century look, palladium is slightly more purple. Unlike contemporary enlarging processes which may take minutes from start to finished print, this process may take up to several hours per image.

HERBERT

ASCHERMAN, JR.

PHOTOGRAPHER

1846

COVENTRY

VILLAGE

SUITE 4

CLEVELAND HTS.

OHIO

44118-1699

216.321.0055/54

## THE CLEVELAND MUSEUM OF ART

## ARTIST BIOGRAPHY

MAY 87

Please complete and return the following questionnaire for our reference file on May Show artists.

FULL NAME: *Herb Aschman Jr.* PRESENT POSITION *photographer*

DATE AND PLACE OF BIRTH: *June 10 1947 - Boston Mass*

CATEGORY/PRIMARY MEDIA: *Photography*

ART TRAINING (Schools, Scholarships, etc.):

*Self Taught*

EXHIBITIONS IN WHICH YOUR WORK HAS BEEN SHOWN (include location and year):

*8 May Shows -*

*Numerous other exhibits, publications, etc.*

COLLECTIONS THAT NOW INCLUDE YOUR WORK:

*most recently: Bibliothèque Nationale - Paris  
Museum of Paris*

AWARDS:

*one at the May Show (Purchase Award by Cleveland  
Prov Club)*

*lots of others*

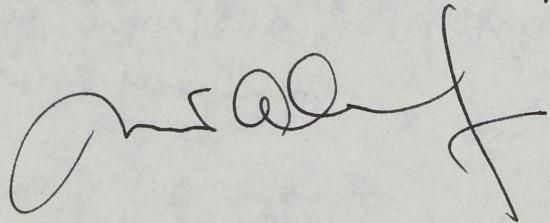
We would appreciate having a statement about your philosophy and work as an artist—either general or something specific about the piece(s) selected for this year's May Show to aid us in the preparation of gallery talks and in the release of publicity materials. For more space, use the back of this sheet.

*In general: there are 5 elements to a photograph (or any other  
piece of art for that matter): 1. high technical performance (understanding  
the tools) 2. rapport between photographer & subject 3. visibility  
of this rapport to the viewer. (Zen-istic) 4. strong emotional  
impact 5: unique vision.*

*About this year's piece → over*

There has, for many years, been a strong undercurrent of surrealism in my work. Sometimes I notice it, - the "it" referring to a specific desire to create a surreal image - sometimes the image surprises me because, although I consciously saw the image, and consciously forced pushed the shutter, the resulting photograph (such ~~as~~ <sup>as</sup> this one) becomes more provocative and powerful than the object I was photographing.

As an artist, I wrestle daily with a problem of identity. who am I, who has been given the talent and ability to create - and what of it. Surrealism becomes a test of internal faith: can I consciously portray a private vision; and therefore define myself a little more specifically.



NB: throughout the year I photograph continually, always/not always keeping in mind my "may show" entries. Sort of a little game - before I snap the shutter. Sometimes. not often. I was looking for another print to enter and saw this one. It greeted the office. Some in awe, others in confusion. I enjoyed the different responses it generated. I find this particular image very strange, and strangely comforting.

MAY 82

## BIOGRAPHY

Herbert Ascherman, Jr.

1785 Coventry Village  
Cleveland Hts., Ohio  
44118  
(216) 321-0055

Birthdate: June 10, 1947  
Birthplace: Boston, Massachusetts  
Marital Status: Single, one son

Education: 1965- Shaker Heights High School, Shaker Hts. Ohio  
1970- BA University of Hartford, Hartford Ct. English Literature  
1971- MAT University of Hartford, Hartford Ct. English Literature, Teaching Certificate  
1972- Post Graduate University of Connecticut, Learning Disabilities  
1973- National Hardwood (Association, Lumber) Inspectors School, Memphis Tenn.

Employment: 1970-72 Instructor, Hartford Public School System, Hartford Ct.  
1973-75 Field representative, lumber inspector, American National Hardwoods (Headquartered in) Union City Pennsylvania  
1975-77 Free lance photographer, Cleveland Ohio  
1977- Photographer, self-employed, Cleveland Ohio

Photographic Teaching Experience: (since 1977)  
The Beck Center, Lakewood Ohio (lecturer)  
Black River School System, Sullivan Ohio (lecturer)  
Catholic Diocese of Cleveland (lecturer)  
Cleveland Heights, Gallery Goers (lecturer)  
Cleveland Heights Community Service Program (2 years)  
Cuyahoga Heights School System (lecturer)  
Hathaway Brown School, Shaker Heights (lecturer)  
Intown Club, Cleveland (lecturer)  
John Carroll University, Adult education programs (2 years)  
John Carroll University, Faculty, Art of Photography, wrote and taught course, (2 years)

NASA-Lewis Research Center Camera Club (lecturer)  
Photographic Historical Society of the Western Reserve (lecturer)  
Photographic Society of America, Cleveland Chapter (lecturer)  
Portrait Seminar, Detroit Michigan, seminar leader  
University School, Shaker Hts. (lecturer)

Cleveland High School of ARTS

PHOTO '70 1979, 81

NORTH EASTERN OHIO COUNCIL CONVENT CLUBS  
JUNIOR LEAGUE OF CLEVELAND

YOUNGSTOWN STATE UNIV

Herbert Ascherman, Jr.

Biography (Continued)

Page Two

Organizations Founded:

Cleveland Photographic Workshop, a not-for-profit photographic gallery and teaching facility, founded 1979. Currently CPW director, position donated.

Cleveland Gallery Association, founding director, position donated.

Organizations, member:

Professional Photographers of America

Society for Photographic Education

Photographic Historical Society of the Western Reserve

Publications, photographs:

1975 Camera 35

1975 to present: Regularly in local media, (Cleveland Magazine, Northern Ohio Live, newspapers, etc.); national media (AP, UPI, People Magazine, etc.)

Publications, listings as photographic resource/guide:

1979 Blodgett, Richard Photographs: A Collector's Guide

1979 Witkin, Lee The Photograph Collector's Guide

1981 Morgan-Morgan Who's Who in Photography

1981 Lutz, Robert Photographers Market

Exhibition Schedule, group shows:

1976-80 Cleveland Museum of Art, May Show

1976-77, 80, 81 New Organization of the Visual Arts (NOVA)

1976-77, 80, 81 Jewish Community Show, Cleveland Heights

1978 Cain Park, Cleveland

1978-79 Beck Center Proscenium Show, Beck Center, Lakewood

1979 New Gallery, Cleveland, National Photography Show

1980 Cuyahoga County Community Service Photo Show, 1st Place

1981 100 Years of Photography, Wach-Edwards Gallery, Houston Texas

1981 Judy Chicago Art Auction (Show)

1981 The Bus Project, Cleveland State University, Cleveland  
Regional Transit Authority Executives, Public Square  
Documentation.

Exhibition Schedule, one-man shows:

1978-80 Cleveland Photographic Workshop, annual portrait show

1979 Cuyahoga County Regional Library, (35 pieces)

1980 Coventry Art Gallery, 10 year retrospective (50 pieces)

1981 Cleveland State University, Factory Theatre

Galleries currently holding work:

Yuen Lui, Seattle Washington (since 1979)

Eloquent Light, Rochester Michigan (since 1980)

Erie Art Center, Erie Pa. (since 1980)

Wach-Edwards Gallery, Houston Texas (since 1981)

Gallery Gemini, Palm Beach Florida (since 1981)

Herbert Ascherman, Jr.  
Biography (Continued)  
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Professional Representation:

In Ohio, by the Artist.  
Nationally, Peter Wach, ~~Wach-Edwards Gallery, Houston-Texas~~  
~~Avon Ohio~~

Consultant, Curatorial, Promotional, Media Services (donated):

1979-81 WVIZ Annual Auction (Cleveland Public Television)  
Photography Consultant for the art division.  
1979 New Gallery of Contemporary Art, Lecture series:  
"Seven Visions of Photography" (Coleman, Kirkpatrick,  
Uelsman, Michals, Cosindas, Adams) Organizing Board  
1979 PhotOhio, lecturer  
1980 Agnon Art Auction, consultant and organizer  
1980 Red Cross, Cleveland Chapter, consultant  
1981 Cleveland Art Festival, Steering Committee

Cultural, Public Service Organizations worked for:

Cleveland Playhouse  
Cleveland Ballet  
Fairmount Theater of the Deaf  
Red Cross Chapter, Cleveland, Annual Report (1980/81)  
WCLV-Cleveland's Fine Art Radio Station  
Cleveland Orchestra, Fundraising Marathon  
Junior League of Cleveland  
Recreational League of Cleveland  
New Cleveland Opera Co.  
Cleveland Civic Ballet (North Coast Ballet Theatre)  
Cleveland Ballet  
Judge, Scholastic Aptitude Art Program  
Steering committee, Cleveland Art Festival

MAY 80



## BIOGRAPHY

Herbert Ascherman, Jr.

Address: 1785 Coventry Road  
Cleveland Hts., Ohio 44118

Telephone: (216) 321-0055

Birthdate: 6-10-47

Birthplace: Boston, Massachusetts

Education: Shaker Heights High School  
BA, MAT, University of Hartford  
Postgraduate work, University of Connecticut

Employment: Instructor, Hartford Connecticut  
Two years field work in Appalachia for the  
American Lumber Company  
Freelance photographer, two years  
Opened studio and gallery at 1785 Coventry Road,  
Cleveland, March 1977  
Photography: Portraits, weddings, commercial work

### Photographic Teaching Experiences:

Cleveland Heights High, Adult Education, two years  
John Carroll University, Adult Education, two years  
John Carroll University, Staff, two years, (wrote  
and taught Photography As Art for Fine Arts Dept.  
Lectures widely to schools and social organizations  
on a variety of photographic topics

Founder-Director of Cleveland Photographic Workshop, a not-for-profit  
organization (incorporating the Ascherman  
Gallery)

Objectives: To display and promote photographic artists with a  
primary interest in those who have potential yet  
have had little exposure  
To raise photographic consciousness in the  
community  
And, to provide quality photographic educational  
experiences

HERBERT ASCHERMAN, JR.  
BIOGRAPHY  
PAGE TWO

## Exhibits and Publications

Consultant, Curatorial, Promotional, Media Services (Donated):

1979-80 WVIZ Auction  
 1979 New Gallery of Contemporary Art --  
     Lecture Series "Seven Visions of  
     Photography" (Coleman, Kirkpatrick,  
     Uelmann, Michals, Cosindas, Winogrand,  
     Adams) - Organizing Board  
 1980 Agnon Annual Art Auction  
 1980 Red Cross Poster Contest -- Judge  
 1979 PhotOhio - Lecturer

## THE CLEVELAND MUSEUM OF ART

## ARTIST BIOGRAPHY

APR 9 1979

Please complete and return the following questionnaire for our reference file on Cleveland Artists.

FULL NAME: Herb Aschnerman sr  
DATE AND PLACE OF BIRTH: June 10 - 1947 ; Boston Mass  
PRIMARY MEDIA Photography  
ART TRAINING - Schools, Scholarships, etc.:

## EXHIBITIONS IN WHICH YOUR WORK HAS BEEN SHOWN:

1976 ; 1977; 1978 my show  
SCC, Hallinan center, etc  
numerous 1 man

## COLLECTIONS WHICH NOW INCLUDE YOUR WORK:

my - widely collected

## AWARDS:

## PRESENT POSITION:

Photographer - Gallerist - Owner - Teacher  
\*\*\*\*\*  
Director - Cleveland photographic workshop

We would appreciate any information regarding subsequent awards, purchases, exhibitions and scholarships.  
Thank you for your cooperation.

THE CLEVELAND MUSEUM OF ART  
ARTIST BIOGRAPHY

Please complete and return the following questionnaire for our reference file on Cleveland Artists.

FULL NAME: HERBENT ASCHERMAN JR

DATE AND PLACE OF BIRTH: BOSTON MASS 6-10-47

PRIMARY MEDIA Photography

ART TRAINING - Schools, Scholarships, etc.:

SELF TAUGHT

EXHIBITIONS IN WHICH YOUR WORK HAS BEEN SHOWN:

May Show 1976, 77, 78

JCC 1977

NOVA 1976

ONE man - collinwood ART center 1976 JAN.

Ascherman GALLERY 1978 APR

(major) COLLECTIONS WHICH NOW INCLUDE YOUR WORK:

SAL LOPEZ NEWPORT RHODE ISLAND

(widely collected throughout US.)

AWARDS:

PRESENT POSITION: Photographer - owner-director Ascherman (photography) gallery.

\*\*\*\*\*  
We would appreciate any information regarding subsequent awards, purchases, exhibitions and scholarships.  
Thank you for your cooperation.

JUL 1 1977

THE CLEVELAND MUSEUM OF ART  
ARTIST BIOGRAPHY

Please complete and return the following questionnaire for our reference file on Cleveland Artists.

FULL NAME: HERBERT Ascherman JR

DATE AND PLACE OF BIRTH: 6 10 47 BOSTON MASS

PRIMARY MEDIA photography

ART TRAINING - Schools, Scholarships, etc.:

EXHIBITIONS IN WHICH YOUR WORK HAS BEEN SHOWN:

Collinwood Arts Center - 1 man	76
NOVA invitational photographers	76
May Show	76
JCC Show	77

COLLECTIONS WHICH NOW INCLUDE YOUR WORK:

AWARDS:

PRESENT POSITION: professional photographer, gallery owner (exclusively  
photographer) teacher (photo as art- J.C.U.)

We would appreciate any information regarding subsequent awards, purchases, exhibitions and scholarships.  
Thank you for your cooperation.

THE CLEVELAND MUSEUM OF ART  
ARTIST BIOGRAPHY

NOV 23 1976

Please complete and return the following questionnaire for our reference file on Cleveland Artists.

**FULL NAME:** Herbert Ascherman Jr.

**DATE AND PLACE OF BIRTH:** June 19, 1947, Boston, Mass.

**PRIMARY MEDIA** Photography

**ART TRAINING - Schools, Scholarships, etc.:**

Primarily self taught

**EXHIBITIONS IN WHICH YOUR WORK HAS BEEN SHOWN:**

One man show, Collinwood Artcenter Gallery,	1976
Dodds/Frame & Photo Show	1976
NOVA invitational Photo Show	1976
May Show	1976
Photogenisis Annual Show, Columbus	1975

**COLLECTIONS WHICH NOW INCLUDE YOUR WORK:**

**AWARDS:**

**PRESENT POSITION:**

Professional Photographer, Self employed

\*\*\*\*\*  
We would appreciate any information regarding subsequent awards, purchases, exhibitions and scholarships.  
Thank you for your cooperation.

*ASCHERMAN*

PHOTOGRAPHER

HERBERT ASCHERMAN, JR.

TWO ONE EIGHT EIGHT BROCKWAY ROAD, UNIVERSITY HEIGHTS, OHIO FOUR FOUR ONE ONE EIGHT

BIOGRAPHIA

June 10, 1947

Married, a son

BA, MA, Post graduate studies

Extensive travel, US and abroad

Photographically self taught from experience is teaching,  
painting, literature, visual media, philosophy and religion.

Published: Camera 35, August issue, 1975

Commissions: Cleveland, Palm Beach, Hartford, Boston,  
New York City, Memphis

Data: Most photographs were made with a Hasselblad.

Prints were archivally processed on Portriga Rapid  
paper and selenium toned.

*ASCHERMAN*

PHOTOGRAPHER

HERBERT ASCHERMAN, JR.

TWO ONE EIGHT EIGHT BROCKWAY ROAD, UNIVERSITY HEIGHTS, OHIO FOUR FOUR ONE ONE EIGHT

There is an understanding of all things.

The artist is one who translates, through his sensibilities, that which he perceives to understand to that which is tangible.

Photography is a unique method of translation in that its means is solely mechanical: it is the camera that sees. The artist-photographer must then manipulate what he is given, to produce the final image.

I explore the real and unreal in search of the final image.

I seek Quality.

When pressed for Quality's parameters, I can only give what they are not, and then I become entangled in the verbal and visual semantics of expression.

But Quality exists in the understanding that the idea, concept, or object to be expressed, that the means of expression, and the motivator of the expression are all integral parts of the whole.

Neither part can exist independently and still be Art.

A photograph must, by its own nature, combine and demonstrate artistic sensibilities and technical performance.

*ASCHERMAN*

PHOTOGRAPHER

HERBERT ASCHERMAN, JR.

TWO ONE EIGHT EIGHT BROCKWAY ROAD, UNIVERSITY HEIGHTS, OHIO FOUR FOUR ONE ONE EIGHT

Photography allows me to create and express a  
personal vision of Quality.

Look.

Quality is.